

# Heath Weaver

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With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career reflects a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

## Career

### Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a comprehensive marketing technology platform, leveraging AI for deal extraction, achieving 95% accuracy and processing 11,500 emails, aligning with strategic vision for digital marketing innovation.
- Crafted and executed a scalable backend system with 12 Python microservices, enhancing operational efficiency and supporting data-driven strategies for affiliate marketing integration.
- Championed the implementation of modern marketing technology by transitioning to Python-based LLM and OCR tools, reducing dependency on external services and fostering a culture of continuous improvement.

### Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Developed and executed comprehensive marketing plans, aligning with company goals and industry trends, resulting in a 34% boost in client revenue.
- Championed the implementation of modern marketing technology, including AI-powered solutions, saving 6% annually while enhancing customer satisfaction.
- Empowered a high-performing delivery team through strategic hiring and rigorous coaching, improving client satisfaction by 10%.
- Established systems for tracking and analyzing campaign performance, leading to a 76% reduction in production defects.

### VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and executed comprehensive marketing plans for 15 SaaS products, aligning with company goals and enhancing sales enablement strategies.
- Championed the implementation of modern marketing technology through Salesforce migration, ensuring data-driven strategies and team readiness for ABM campaigns.

### Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Developed and implemented business strategies with the Board of Directors, aligning marketing services with company goals and industry trends, resulting in a differentiated client-centric approach.
- Oversaw the digital division's focus on testing and optimization of digital presence, empowering a high-performing delivery team to enhance client businesses through data-driven strategies.

## **Director, Europe at High Position Agency**

2010-Mar – 2011-May | Partially Remote

- Crafted and oversaw execution of comprehensive marketing plans, advising corporate clients on multichannel e-business strategy, which resulted in a 75% increase in revenue and a 40% reduction in customer churn.

## **Head of Search Engine Marketing, Europe at Sony eCommerce Europe**

2007-Jun – 2010-Feb | Brussels

- Aligned European search activities with local marketing strategies, achieving a 103% increase in search traffic year-on-year, directly supporting strategic vision to align marketing services with company goals.
- Developed and executed a comprehensive testing framework via SEM, identifying best-performing value propositions, which enhanced campaign performance tracking and analysis systems.
- Crafted the 'locomotive' strategy, contributing to VAIO's operational profit turnaround from 0% to over 5% in three years, demonstrating client-centric leadership and fostering a culture of continuous improvement.

## **Manager, Finance at Sony VAIO Europe**

2003-Sep – 2007-Jun | Brussels

- Developed and executed a 'locomotive' strategy that aligned with company goals, reversing VAIO's profitability from 0% to 5% operational profit in 3 years, as highlighted in Sony's annual report.
- Crafted comprehensive financial frameworks for Sales & Marketing, enhancing profitability management by customer, product, and channel, leading to a 300% revenue increase while reducing costs by 5%.
- Championed the implementation of process automation and Six Sigma Lite methodology, streamlining financial operations and reducing monthly workload by 4 days, fostering a culture of continuous improvement.

## **Financial Analyst and Investor Relations at Charlotte Russe**

2002-Sep – 2003-Apr | San Diego

- Automated reporting processes using Excel VBA (Macros), enhancing management productivity and aligning with strategic vision to improve operational efficiency.

## **Education**

### **Dixie State University - in Business Administration with Accounting and Marketing Emphasis**

1997-Aug – 1999-Apr | St. George, UT

## **Skills**

### **Business Development:**

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

### **Finance & Business:**

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

**Leadership & Management:**

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

**Marketing & Digital:**

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

**Technical:**

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

**Languages:**

English (Native) • French (Basic) • Italian (Learning)

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